

Sustainability



NEWCHAPTER.



Our Guiding Principles

- To Deliver the Wisdom of Nature thus relieving suffering and promoting optimal health
- To advance the organic mission, nourishing body and soul with the healing intelligence of pure whole foods and herbal supplements
- To nurture and sustain Mother Earth, the source of natural healing
- To honor and reward personal growth, for enlightened teamwork depends on the vitality of every member of the New Chapter family



Commitment



Our Mission

At New Chapter our concern for the planet is expressed through our every act of business, whether large or small. We focus on everything from recycled pens and used office furniture to closed-loop corrugated cardboard systems, reducing our carbon footprint, and the ethical sourcing of our botanicals.



We never forget the hard truth that business, by its very nature, can run counter to the planet's well-being. If you're producing products and shipping them you're going to do some harm. That's why we're continually assessing our transportation, packaging, and sourcing practices, and working towards ever-evolving improvements.

To us, sustainability begins with intention — and from the start, our intention has been to produce the most conscious product possible. We welcome your suggestions for how we can further empower our already firm commitment to support human health through restorative botanicals, while honoring the planet from which they come.

“In 1994 I went to Costa Rica to verify that the ginger we were buying was in fact being grown organically as claimed. I met the farmer, whose name is Steven Farrell, and I knew immediately that he lived and breathed organic ginger. He described his transformation from conventional to organic farmer. It began when he had to don a wet suit before the planting of conventionally grown ginger to protect his skin from any potentially lethal contact with the pesticides and fungicides. We immediately bonded and concluded that we were destined to be partners in our own certified organic ginger and turmeric farm. Three years later, we produced our first organic ginger at our organic farm, Luna Nueva. Though today our farm can only fill a small portion of our sourcing needs, it remains a glowing example of sustainable farming practices.”



Paul Schulick
Founder-Formulator



Steven Farrell
President, Luna Nueva



“We found that even though we were organic, our land was somehow lacking in vitality. That led us to study biodynamic farming practices, which has allowed us to enliven our soils. Our farm is a living organism, with wild areas, flowing streams, ruminating creatures, and of course people who’s eyes and hearts are open to the lessons of the land.”



Organic Ginger

Organics

We are committed to using organic ingredients whenever possible, living an organic lifestyle and working toward an organic, sustainable world. More than simply a company philosophy, supporting organics has been the heart and soul of who we are since our inception in 1982.

Leadership

New Chapter was the first company in the world to produce a full line of whole-food complexed vitamins and supplements certified to be made with organic ingredients. Many New Chapter products are certified organic and most of our products contain organic ingredients — grown without genetic engineering, added chemical pesticides, or synthetic fertilizers. When we source organic ingredients, we search for farms and growers who meet our rigid organic standards.

Organic Whenever Possible

New Chapter was founded with the intention to support health and well-being by delivering expertly formulated, time-honored herbal therapeutics. This remains our foremost commitment and

guides our every business decision. Our commitment to using organic botanicals whenever possible is also abiding. Given these congruent missions, there are times when our priority must lie with delivering a healing product when an organic source is commercially unfeasible.

Farming

We grow organic turmeric and ginger at Luna Nueva — our Costa Rican biodynamic farm — and we are proud recipients of Demeter Certification, awarded to only the most superlative biodynamic facilities. We feel Luna Nueva is a living, breathing example of our commitment to organics, sustainability, and community.

Luna Nueva, Costa Rica

Luna Nueva is New Chapter’s 200-acre, Demeter-Certified, biodynamic ginger and turmeric farm, nestled in the lush rainforests of Costa Rica. Biodynamics incorporates all key elements of organic and sustainable farming, as well as assuring that every aspect of farm life, be it plant, animal, or human, thrives in natural harmony with the cosmos. The farm was originally purchased in 1994 by Founder-Formulator Paul Schulick because most commercial ginger is heavily sprayed and fumigated. Farm manager, Steven Farrell, set about growing a superior Blue-Ring ginger that explodes with flavor and phytonutrients. This vision was expanded through the leadership of New Chapter CEO Tom Newmark to become an ecological paradise, educational resource center, and a world model of organic, biodynamic agriculture. Plans are

in place to educate farmers throughout Costa Rica about sustainable agricultural practices and to offer financial and educational support to build local networks. The program will not only be an investment in the growth of local communities, but will also benefit the environment by providing an alternative to deforestation. To learn more about what New Chapter is doing at Luna Nueva or to visit there yourself, go to: www.fincalunanuevalodge.com

An Ethical Supply Chain

In keeping with our commitment to evolve towards greater transparency, we travel the globe to identify and build relationships with supply partners who share our commitment to sustainable sourcing. Knowing our suppliers and the origins of their crops helps us uphold a supply chain that is both socially responsible and environmentally conscious. This continual and complex process reflects our intention to honor planetary and human well-being through our business practices.

Organic and Sustainable Agriculture

Environmental and ecological sustainability are integrally related to social welfare. Proper protection and fostering of the environment is imperative to ensure that current and future generations continue to have access to the natural resources necessary for a good quality of life.

Raw materials are sourced in a way that ensures the ability of future generations to benefit from the bounty of these natural resources. Protection is also given to the local people for use of their own native assets. Favor is given to organically grown or wild-crafted materials.



Collecting rosemary deep in the mountains of Morocco



Sara Newmark
Director of Sustainability

“Martin Luther King once said, ‘Life’s most persistent and urgent question is “What are you doing for others?”’ New Chapter is consistently reflecting on this question, which for us includes all members of our interconnected system. What are we doing to protect the biodiversity of plants? What are we doing for the soil and its near infinity of microorganisms? How are we treating the farmers who work to bring us our healing treasures? What are we doing to protect communities and their ancient and sacred knowledge? What are we doing to heal all communities, including our own, to ensure a sustainable progression of all life on this planet? These questions travel with me, as a representative of New Chapter and this planet, as I work to safeguard New Chapter’s environmental legacy.”

Ganathpathy Shetty in front of his turmeric farm in southern India



Supply Chain

We require our suppliers to report on conditions in the field on an annual basis. We strategically choose farms to visit to ensure compliance and full transparency. This is an arduous task with many stones yet to turn, but processes are in place to insure our partners are upholding our values and standards.

Martin Luther King once said, “Life’s most persistent and urgent question is ‘What are you doing for others?’”

Environment

Business inherently impacts the environment. As a business, we understand this and work every day to make sure we are treading as lightly as possible on this planet we all share. In doing so, we encourage our suppliers to put programs in place to measure and reduce their environmental footprint, including but not limited to carbon, water, energy, and packaging.

Welfare of People

It is our belief that a product intended to heal must be a healing force for every member of the supply chain. The healing vitality that a person receives from taking New Chapter products is directly representative of the energy given at the early start of our product development. Be it through the committed members of our team at our headquarters in Vermont or the steadfast workers harvesting in fields and mountains all over the world, that energy is transferred into every bottle.

Throughout our supply chain, from Vermont to India, it is our intention to engage partners whose workers are treated with respect and provided with working conditions that are safe, healthy, and balanced. Compensation is critical for sustainability, and we work to ensure that members of our supply chain are paid in a manner that assures that they can provide the basic necessities for themselves and their families. Additionally, we promote equal rights, access to suitable housing, food, education, and health care, as well as freedom of expression, movement, association, and sufficient time for rest and leisure.

Turmeric, whole food organically grown in Costa Rica



GMO Avoidance

New Chapter is a proud participant in the Non-GMO Project’s Product Verification Program. By assessing every level of the supply chain, all the way back to the seeds, the Project ensures viable non-GMO alternatives long into the future.



We are pleased to announce that our multivitamins are the first in the nation to achieve Non-GMO Project Verification. We have long been committed to rooting out Genetically Modified Organisms (GMOs), and are now demonstrating that commitment by pursuing Non-GMO Project verification for our entire line of whole-food vitamins, minerals, and herbs.

Helping to harvest on organic tulsi farms in India



“Traditional societies have long lived in reliance on the healing power of medicinal herbs. Throughout the world, the guardians of traditional healing have passed this knowledge from generation to generation—from grandmother to mother to daughter, from shaman to apprentice—but the herbs are threatened and the knowledge is disappearing. Out of reverence for this herbal tradition and mindful of our ecological obligations, New Chapter created Semillas Sagradas, the Sacred Seeds Sanctuary at Luna Nueva.”

Tom Newmark
Chairman of the Board



Sacred Seeds, Huamachuco, Peru



Philanthropy

In our philanthropic efforts, we partner with organizations that meet at least one of the following criteria:

- Focus on human health
- Act as environmental stewards
- Work to further the accessibility and awareness of organic food and farming
- Contribute to community life in the Brattleboro, Vermont area — our hometown



Sacred Seeds at
Kindle Farm School in Vermont

Semillas Sagradas Sacred Seeds Sanctuary

In 2005, New Chapter created Semillas Sagradas (Sacred Seeds) at our Costa Rican farm, Luna Nueva. It began as a single sanctuary for medicinal plants that were vulnerable to the loss of habitat, inappropriate harvesting, or climate change. We worked with indigenous communities, a leading Costa Rican ethnobotanist, and passionate student interns to maintain this unique sanctuary. Our hope was that through the protection of these culturally and scientifically significant plant species, we would promote awareness of critical plant conservation, preserve biodiversity, and reconnect indigenous communities to their healing heritage.

Today we are working with the Missouri Botanical Gardens William L. Brown Center, and our collective goal is to have a Sacred Seeds' sanctuary in ecosystems throughout the world. Currently there are 12 foundational Sacred Seeds' gardens around the globe, benefiting indigenous communities, universities and individuals.



SACRED SEEDS



Monteverde Conservation League, U.S.

Swedish school children started a worldwide effort in 1987 by sending money to Monteverde, Costa Rica, to purchase rainforest and protect its priceless natural treasures forever. Today children from 44 nations have helped The Children's Eternal Rainforest (CERF) become the largest private reserve in Costa Rica.

In 2002, the Monteverde Conservation League U.S., Inc. (MCLUS) was formed primarily to support the work and programs of the Monteverde Conservation League (MCL) in Monteverde, Costa Rica, which owns and maintains 54,000+ acres of the Bosque Eterno de Los Niños (Children's Eternal Rainforest). Their goal is to aid the MCL in their efforts "to support the conservation and rehabilitation of tropical ecosystems and their biodiversity."

New Chapter's own commitment to protecting the rainforest in this region began with our organic farm which backs

up to The Children's Eternal Rainforest. We have partnered with MCLUS and raised funds to purchase a tract of land which was donated to the not-for-profit organization responsible for maintaining CERF. We are now reforesting and protecting this land, which creates an important wildlife corridor for migrating species and connects CERF with the Luna rainforest. For more information on this extraordinarily beautiful and biologically significant private reserve, please visit: www.mclus.org



Families gathered at Bumi Sehat birthing center

Philanthropy

Yayasan Bumi Sehat, Bali, Indonesia

Terrorist bombings as well as a tsunami have led to widespread malnutrition in parts of Indonesia, causing a drastic increase in postpartum hemorrhaging and the subsequent skyrocketing of maternal mortality rates. To address these needs, renowned midwife Robin Lim established clinics in Bali and Aceh through Bumi Sehat (Healthy Mother Earth Foundation). When Vermont midwife Katherine Bramhall traveled to Bali in 2006, she approached New Chapter for a product donation. Inspired by her and Robin's dedication, we have committed to fulfilling the clinics' supplement needs with New Chapter's Perfect Prenatal®, ensuring vital whole-food nourishment to some of the world's most nutritionally compromised mothers-to-be. To learn more visit: www.bumisehatbali.org



Nourish America distributing donations in New York

Nourish America

Since 1999, Nourish America has provided nutritional support and education to hundreds of thousands of children, prenatal mothers, teens, senior citizens, veterans, and natural disaster victims throughout the United States. New Chapter supplies a steady flow of donated products to this cause. Our products have aided New York City homeless and Louisiana and Texas hurricane victims. To learn more visit: www.nourishamerica.org

Our Commitment at Home



Brattleboro has been home to New Chapter since 1986 when Founders Paul and Barbi Schulick chose it for a progressive flair that matched their fledgling venture. Throughout the years the company has inhabited several locations within the Vermont hills and currently employs over 150 area residents. The Brattleboro area supports a lively, conscious community with vibrant non-profit initiatives in the arts, local governance, and community service that speak to a commitment to "community" in the truest sense of the word. Here we find a level of responsibility, ownership, and neighborly ethic that is unique and inspiring. New Chapter delights in contributing yearly to area organizations supporting the sustenance of community life.



Kindle Farm School
Townshend, Vermont

As a business, we work every day to make sure we are treading as lightly as possible on this planet we all share.

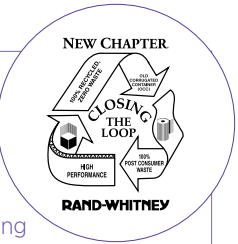


Barbi Schulick
Co-founder

“Our goal is not only to make products that heal, but to ensure that working at New Chapter also heals. We hope to inspire our employees to begin a new chapter in health in their lives and we aim to create a working environment that supports both happiness and productivity. We count our success by how many smiles we see each day.”



Closing the loop in our supply chain



A snapshot of our eco-initiatives.

- We conducted Life Cycle Analysis on our packaging and supply chain.
- We monitor our carbon footprint through yearly audits and have internal reduction goals.
- We use 100% post-consumer recycled stocks for our product boxes, marketing materials, and display units.
- We use 100% recycled corrugated shipping boxes within a closed-loop system — this means the corrugate we recycle is looped back to us for reuse again and again.
- Our website runs entirely on solar power.
- We conducted a company-wide office supply procurement audit which resulted in upgrading the majority of our office supplies to environmentally friendly alternatives.
- We work with Efficiency Vermont to make our headquarters as energy efficient as possible. As a result, we use high level efficiency full-spectrum bulbs; and our restrooms and break rooms utilize motion sensor lighting.
- Once a month we come together as a company and share a local and organic company lunch.
- We partner with a local organic farm that visits weekly in the summer to sell produce to our employees.
- We compost, recycle, or reuse 85% or more of the waste we produce — which includes everything from lunch leftovers and office paper to pallets and shrink wrap.

Our Home



Employees enjoying their lunch in the fresh Vermont air

Employee Efforts

At New Chapter we delight in a culture of warmth, enthusiasm, and respect. True to our fourth guiding principle, we aim to “honor and reward personal growth, inviting individual expression, for we know that enlightened teamwork depends on the vitality of every member of our team.”

At our farm in Costa Rica, we pay our workers according to a high standard of living, offer medical insurance, house several families, grow food for worker families, and also support local school programs.

In addition to 401K profit sharing, an employee assistance fund, and a robust health plan that includes coverage for naturopathy and acupuncture, we offer several innovative Corporate Wellness programs. These include a complementary New Chapter daily

supplement regime, trips to our Costa Rican farm, fresh fruit deliveries, a smoking cessation program, music in production areas, vegetable and flower gardens, natural foods cooking demos, a yearly allowance for exercise programs, and stress reduction classes.

Actions at Home

As we expand our environmental efforts across the globe, we continue to concentrate on our actions at our home base in Vermont with equal commitment. Our initiatives, both large and small, represent our holistic view of planetary healing. Every light bulb and organic meal is as important to us as our recycled packaging and carbon footprint. Regular assessment and monitoring assure we continue to stay aware and responsive to concerns, and are dedicated to making changes that benefit the planet. There are still important strides to make, and we offer in full transparency our trials, tribulations and triumphs.

A creative example of one of New Chapter's compost and recycling stations





Intentions

To us, sustainability begins with intention — and from the start, our intention has been to produce the most conscious product possible. We welcome your suggestions for how we can further empower our already firm commitment to support human health through restorative botanicals, while honoring the planet from which they come.





NEWCHAPTER

90 Technology Drive • Brattleboro, VT 05301

newchapter.com

*We devote 10% or more of our after-tax profits
to the support of sustainable farming practices, the conservation of tropical rainforests,
and the sacred seeds that sustain all herbal traditions.*